

CUSTOMER RELATIONSHIP MANAGEMENT BUSINESS METHOD

ABSTRACT OF THE DISCLOSURE

A loyalty suite business method is described for building profitable customer relationships. The method is based on a combination of Customer Relationship Management (CRM), Business Intelligence (BI) and Customer Value Management (CVM). The structure of the method is based on an engagement model, followed by phases, activities, tasks, work products and technique papers. The Loyalty Suite approach takes a customer-centered view and integrates CRM operational processes, customer collaboration touchpoints and CRM analytical processes. This results in identification of factors which engender loyalty from a customer perspective. This then determines the enablers and capabilities needed by a client enterprise seeking to deliver customer value.